

Effective:	February 2015
EEOC:	Technical
Unit:	ProTech
Physical:	1

MARKETING ASSISTANT

DEFINITION

To assist in the planning, promotion, implementation and coordination of marketing new and existing recreation and citywide services and programs; develop and maintain a strong communication and working relationship with vendors and customers, design and distribute all marketing materials and perform related work as required. Employees within this class are distinguished from higher level classification by the performance of more routine, paraprofessional-level tasks and duties.

EXAMPLES OF DUTIES - Duties may include, but are not limited to, the following:

Develops, ideas, concepts, design, themes, and program vision, to successfully market Recreation Programs, City sponsored events, special projects and related community involvement efforts.

Creates and manages event promotion timelines for marketing, graphics and program coordinators.

Creates and recommends action plans for marketing and promotion of services and program.

Disseminates information to the public via e-blasts, press releases, ads, phone calls, and related information to schools, community non-profits, and other government agencies.

Creates, posts, and monitors recreation Social Media Account pages; works with Webmaster on general media page posting.

Sets up displays, workshops, classes, and presents information related to recreation and other related topics. May conduct tours and make presentations.

Answers customers questions related to recreation and other city programs and services.

Coordinates program, events and facility marketing material and graphic designs for new press releases, flyers, event schedules, pamphlets, and brochures.

Develops and maintain positive relationships with local business, government and community groups.

Solicits and receives sponsorships, ensures proper logos and applicable promotional credit is given to designated sponsors.

Manages community promotions and executes printing budget.

Analyzes, develops and recommends marketing policy and program changes in response to customer needs, budgetary considerations, market changes, and industry developments with adherence and compliance with City rules, procedures, and regulations.

CITY OF MILPITAS

Marketing Assistant

EXAMPLES OF DUTIES: *(continued)*

Assists staff in the development of written promotional and marketing information for their respective programs and events.

Serves as liaison and represents the City at a variety of public events, including meetings, conferences, and other related special events.

Sets up and maintains working and storage file system.

Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

Marketing theories in design, Illustrator and Photoshop.

Social Media applications and their best uses.

Principles and practices and their applications in the assigned department program and/or services.

Customer motivation.

Principles and practices of public relations and customer service.

Principles and procedures of records keeping business writing and basic report preparation.

Computer applications including design, word processing, spreadsheets, databases, and presentations; local government organization and operation.

Ability to:

Design dynamic media for print, email and social media distribution.

Write interesting, informative copy with minimal correction.

Edit copy from other sources for proper grammar and punctuation.

Create and lead marketing campaigns.

Exercise initiative and good judgment within scope of work.

Respond to request and inquiries from the general public.

Speak on a one-to-one basis and in front of groups of various sizes.

Elicit community and organizational support for assigned programs and projects.

Research and evaluate new marketing methods and techniques.

CITY OF MILPITAS

Marketing Assistant

Ability to: *(continued)*

Work with minimum supervision by following oral and written instructions.
Communicate clearly and concisely, both orally and in writing.

Make simple algebraic and arithmetic calculations; establish and maintain effective working relationship with those contacted in the course of work.

Organize and maintain records and files.

EXPERIENCE AND EDUCATION

Experience: Three years of responsible paid experience in marketing, advertising, and promoting programs and or a related field.

Education: Associates degree from an accredited college or university with course work in marketing, business or public administration, management, public relations, communications, or a related field.

LICENSE AND CERTIFICATES:

Appropriate valid California driver's license and satisfactory driving record. (DMV printout required)

Certification in First Aid and CPR is highly desirable.

SPECIAL REQUIREMENTS:

Essential duties require the following abilities and work environments:

Work is performed in an office/recreational setting: will be exposed to the elements and sits, stands, walks, kneels, crouches, twists, reaches, bends, crawls, and grasp; must be able to lift, carry, push, pull, drag equipment weighing up to 40 lbs.; climbing up step stool ladders to stack equipment and supplies.

Approved by:

City Manager

Date

Human Resources Director

Date